THE IVY NETWORK CORPORATION
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JAMES A. LAWRENCE
PRESIDENT

FLOYD H. BRADLEY, III
SECRETARY - TREASURER

S. L. MAIER
CHAIRMAN-of-the BOARD

Minutes - Fall Meeting: October 29, 1972

The meeting was called to order at 2:05 P.M. in Connecticut Hall, Yale University, New Haven, Connecticut, by Chairman Maier. Representatives from WBRU, WDCR, WHRB, WKCR, WLRN, WPRB, WRUC, WTBS, WTBU, WVBC, WVBR, WXPN, and WYBC were present. The representative from WESU was not present, but had been excused. The representatives from WMS and WRSU were not present and had not been excused. They will be fined if the Chairman so decides.

President Maier presented to the Board of Directors the recent history of the Ivy Network, from the Spring Meeting of last year to the beginning of the summer. President Lawrence then gave his account of the Ivy business conducted over the summer and the present state of affairs. Among the most important points were the advertisers' growing awareness of the limited audiences of many of the closed-AM and their increasing reluctance to buy Ivy time; the resulting management decision to expand the network to include FM stations, in order to attract advertisers to the larger potential audience; the management decision to hire Harold H. Segal & Co. to be the national representative for sales of Ivy Network time.

Mr. Segal spoke to the Board, explaining his reactions to the newly arranged network and his faith in college radio and future sales with Ivy. He explained in detail how President Lawrence went about seeking his assistance.

There was a fifteen-minute intermission.

Chairman Maier asked for a deformalization of meeting procedures to effectively carry out discussion of the preceding matters and explanations. This was granted by the Board. Many comments then proceeded to be uttered, mostly concerning a disagreement of the temporary rate schedule that had been set up by President Lawrence (BRU: 20%; FM's and WDCR: 10%; AM's: 3%). The AM's felt that they were not getting enough, and the FM's, including DCR, thought they were getting a large cut in their normal rates: both sides thought their rates were too low.

Ivy Fall Meeting

Chairman Maier spoke to sum up the discussion, and then ordered the meeting back to its formal format. The consensus of the meeting was that every station was allowed to vote, since all stations present had come to work out the new service agreements.

WYBC moved, and PRB seconded, to include the FM stations in the service agreement. This passed 9-0-4.

WYBC moved, and WTBU seconded, to take on Harold H. Segal & Co. as national representative for the Ivy Network; and that in doing so it be stipulated that no distinction is to be made between AM's and FM's, big stations and small, etc., in selling an advertisement contract, except that a contract may be broken down geographically if the advertiser's regional location is such that he finds it necessary; and that this contract is not exclusive. This passed 13-0-0.

WVBR moved, and WYBC seconded, to sign a five-year non-exclusive contract with Harold H. Segal & Co. at a rate that is mutually agreeable to the representative and the officers subject to the approval of the Board of Directors (majority, in writing). This passed, 13-0-0.

WYBC moved, and WBRU seconded, to set the rate for a network buy, 60-second spot, 6 times per week, at $70, with the officers being empowered to adjust that rate for a geographical breakdown for a less-than-full-network contract, this rate being subject to the approval of the representative and the Board of Directors. This passed 13-0-0.

The next part of the meeting was involved with a discussion of how the advertising revenues were to be split up among the several stations. A straw vote showed that the FM's and DCR were willing to accept the originally proposed breakdown, while all the closed-circuit AM's were not so willing.

WPRB moved, and RUC seconded, that the rates to each station be BRU: 19%; FM's and DCR: 9%; XPN: 5%; other AM's: 4%. A straw vote was taken, showing the motion not to carry, and the motion was withdrawn.

WYBC moved, and WBRU seconded, the following graduating-scale proposal:

Revenues	BRU	FM's	XPN	AM's
0-50,000	19%	9%	5%	4%
50,000-100,000	21	11	5	3
100,000-200,000	22	13	2.3	2.3
200,000- & above	23	14	1.9	1.9

Ivy Fall Meeting

A straw vote on the method of a graduating-scale system received 11 votes in favor and 2 opposed. The motion, however, was defeated 5-6-2.

An alternate, but similar schedule, was set up, illustrated by the following:

0-50,000	19	9	5	4
50,000- & above	20	10	5	3.5

This idea was defeated 4-5-4.

WYBC moved to reconsider the original graduating-scale proposal, with the understanding the the Ivy officers would do substantial expense-cutting and put a ceiling on their salaries. This passed, 11-0-2.

WYBC moved, and WDCR seconded, to adjourn the meeting. This passed 13-0-0 at 9:30 P.M.

(Although it is not included above, WHRB-FM will not be part of the newly arranged network as was planned by the management in the original revenue-distribution plan; naturally, WHRB-AM will continue to be a regular member.)

Submitted respectfully, albeit very late (with all due apologies due all),

Floyd H. Bradley, III

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Secretary-Treasurer